Pioneering the Mother & Baby Pathway

The Royal College of Midwives Annual Conference
Thursday 26th – Friday 27th November 2009
Manchester Central

Professor Cathy Warwick CBE
General Secretary, Royal College of Midwives

Dame Christine Beasley CBE
Chief Nursing Officer for England

Other speakers include:
Andrew Lansley CBE MP
Shadow Secretary of State for Health

Baroness Barbara Young OBE
Chairman, Care Quality Commission

Dr Mags McGuire
Acting Chief Nursing Officer for Scotland

Rosemary Kennedy CBE
Chief Nursing Officer for Wales

Martin Bradley
Chief Nursing Officer for Northern Ireland

This annual conference and exhibition is the premier event where those working in midwifery and with mother and baby come together, to learn about, debate and discuss the key challenges and opportunities midwives face as a profession.

To find out more, submit an abstract and book your place visit:
www.rcm.org.uk/annualconference

Make a contribution to the programme
Submit your abstract online
www.rcm.org.uk/annualconference
At this year’s conference you will:

- Be inspired by the latest innovations from across the UK and hear what your fellow midwifery professionals are doing to improve service delivery and user experience
- Share best management and working practice and find out how you can improve productivity, develop your own practice and drive improvements across midwifery services
- Hear about the latest developments in midwifery research, including care for vulnerable infants and women’s experience of birth recovery
- Become a driver of change by joining one of our specialised masterclasses focusing on organisational, political and change leadership

For more information visit www.rcm.org.uk/annualconference

Make a contribution to the agenda

This is your opportunity to contribute to the programme. If you have examples of best practice or research you would like to share with your UK colleagues, submit your abstract for consideration online.

Closing date for submissions: 30th June 2009
Selections announced: 31st July 2009

www.rcm.org.uk/annualconference

Sponsorship and exhibition opportunities

With over 700 attendees expected and 40 exhibitors already confirmed, this is the must attend midwifery event of the year. To learn more about exhibiting and other exciting opportunities to sponsor please contact Mark Baker on 020 7324 4349 or email mark.baker@neilstewartassociates.co.uk

Unable to attend?

Find access to the materials online at www.policyreview.tv after the event. Downloadable documents and podcasts are £199.00 + VAT (£228.85).

www.policyreview.tv has exclusive access to all Neil Stewart Associates events - for more details visit us online. Annual web subscriptions start at £450.00 + VAT (£517.50).
Who should attend?

Midwifery Team
- Midwives
- Directors of Nursing and Midwifery
- Heads of Midwifery Services
- Modern Matrons
- Consultant Midwives
- Practice Development Midwives
- Community Midwives

Midwifery Support Staff
- Maternity Support Workers
- Maternity Care Assistants

Education and Research
- Midwifery Researchers
- Midwifery Educationalists
- Lead Midwifery Educators

Wider Maternity Team
- Obstetricians
- Paediatricians
- Neonatal Nurses
- Health Visitors
- Childbirth and Parent Education Teachers
- Women’s Advocates
- Community and District Matrons and Nurses

RCM Branch Representatives
- Stewards
- Health & Safety Representatives
- Union Learning Representatives
- Branch Officers

NHS Management
- NHS Directors and Heads of Human Resources
- NHS Business Managers
- NHS Service Commissioners
- Directors of Clinical Quality
- NHS Trust Strategy Directors
- PCT Team Midwifery Commissioners
- Family Nurse Partnership Leads
- Midwifery Recruitment Professionals

Others
- Commercial companies offering products and support services to maternity teams
- Pharmaceutical companies
- Voluntary organisations
- Policy leads from other professional organisations

The Conference at Glance

Thursday 26th November 2009

10:00 – 11:30 Session One: Welcome and policy overview plenary
12:00 – 13:00 Session Two: Concurrent sessions
14:15 – 15:30 Session Three: Afternoon plenary
16:00 – 17:00 Session Four: Concurrent sessions and Motions for Debate
17:00 – 17:45 Drinks reception
   Sponsored by:

Student Midwives
19th Annual Conference
26th November 2009
Do you know any student midwives? Make sure that they are attending the RCM Student.
www.rcm.org.uk/studentconference

19:30 – 23:30 Conference Gala Dinner

Friday 27th November 2009

08:00 – 09:00 Fringe breakfast seminars
09:30 – 11:00 Session Five: Morning plenary
11:30 – 12:30 Session Six: Concurrent sessions
13:45 – 14:45 Session Seven: Concurrent sessions
15:15 – 16:30 Session Eight: Closing plenary

RCM Workplace Representatives’ Conference
27th November 2009
09:00 – 16:30 Free to attend for all RCM Workplace Representatives

The exhibition, featuring over 40 exhibitors, will be open throughout the two days of the conference.
09:00  Registration, refreshments and exhibition

SESSION ONE
WELCOME AND POLICY OVERVIEW PLENARY

10:00  Welcome from conference chair
       Jenni Murray OBE
       Broadcaster, Radio 4’s Woman’s Hour

10:05  Opening address
       Liz Stephens
       President, Royal College of Midwives

10:10  Opening keynote
       Rt Hon Alan Johnson MP
       Secretary of State for Health
       Questions and discussion

10:30  Safer Births programme: a new
       support network towards service improvement
       Niall Dickson
       Chief Executive, The King’s Fund

10:45  Driving service transformation
       Dr Peter Lachman
       Consultant for Service Redesign and Transformation, Great Ormond Street Hospital and the Royal Free Hospital

11:00  Patient safety: improving outcomes through training
       Professor Tim Draycott
       Consultant in Obstetrics and Gynaecology, Department of Women’s Health, Southmead Hospital, Bristol
       Questions and discussion

11:30  Refreshments, networking and exhibition

12:00  SESSION TWO
CONCURRENT SESSIONS

A  Practice and innovation
   Managing the needs of diverse populations
   Dr Comfort Momoh MBE
   FGM Consultant; Public Health Specialist and Founder, African Well Woman’s Clinic, Guy’s and St Thomas’ NHS Foundation Trust

B  Management and working practices
   The productive ward
   Jenny Leggott CBE
   Deputy Chief Executive and Director for Nursing and Midwifery, Nottingham University Hospitals NHS Trust

C  Education
   Professor Diane Fraser
   Professor of Midwifery and Head of Division School of Nursing, Midwifery & Physiotherapy, Faculty of Medicine & Health Sciences, University of Nottingham

D  Research and development
   Speakers to be announced, check the website for updates

E  Masterclass – organisational leadership
   Employee ownership within the NHS
   Jo Ellis
   Research Fellow, Health Services Management Centre, University of Birmingham
   Working differently across health and social care
   Martin Bradley
   Chief Nursing Officer for Northern Ireland

13:00  Buffet lunch and exhibition

Contributions to the programme: how it works

Those selected to present papers will be included in appropriate concurrent sessions A-D across both days of the conference. There will be a maximum of four 15 minutes presentations, including time for questions, per session. To submit your abstract for consideration visit www.rcm.org.uk/annualconference
SESSION THREE
AFTERNOON PLENARY

14:15  Keynote address
Promoting choice
Andrew Lansley CBE MP
Shadow Secretary of State for Health
Questions and discussion

14:35  Promoting equality of opportunity and tackling discrimination
Speaker to be announced, check the website for updates

14:50  MCA roles and new ways of working: how we have maintained the right training and standards in Scotland
Monica Thompson
Programme Director, Midwifery & Women’s Health, NHS Education for Scotland

15:05  Fitness to practice: what are the rules, scope, fears of practice?
Barbara Kuypers
LSA Midwifery Officer, NHS West Midlands and Chair of LSAMO Forum
Questions and discussion

15:30  Refreshments and exhibition

15:30 – 23:30 CONFERENCE GALA DINNER

Celebrate, network and meet old and new friends at the midwifery social event of the year including drinks, three course dinner, entertainment and dance band.

VENUE: Hilton Manchester Deansgate
DRESS: Cocktail Dress or Lounge Suit
RCM Workplace Representatives’ Conference

On the second day of the conference there will be a special free-to-attend training day for RCM Stewards, Union Learning Representatives and Health & Safety Representatives.

You will hear the latest policy developments and legislative updates on:

• Employment relations
• Disciplinary procedures
• Working practices

To register use the attached booking form

08:00 – 09:00 Fringe breakfast seminars

09:00  Registration, refreshments and exhibition

SESSION FIVE
MORNING PLENARY

09:30  Welcome
Chair
Royal College of Midwives Council

09:35  Midwifery 2020: progress on more flexibility and workforce development
Rosemary Kennedy CBE
Chief Nursing Officer for Wales

09:45  Keynote address
Minding the gap in service provision and user experience
Gary Belfield
Director of Commissioning, Department of Health

Questions and discussion

10:05  Improving quality of services
In conversation with
Dame Christine Beasley CBE
Chief Nursing Officer for England

Baroness Barbara Young OBE
Chairman, Care Quality Commission

Dr Nadine Edwards
Centre for Health and Social Care Research, Sheffield Hallam University

Questions and discussion

11:00  Refreshments, networking and exhibition

11:30 SESSION SIX
CONCURRENT SESSIONS

A  Normal birth
Achieving normal birth: delivering the strategy in Scotland
Ann Holmes
Consultant midwife and Programme Lead of Keeping Childbirth Natural and Dynamic (KCND), NHS Scotland

B  Management and working practices
Payment by Results (HRG4 tariff): are we coming up to the mark?
Dr Suzanne Tyler
Independent Healthcare Consultant

Lucy Hubber
Head of Children’s Strategic Planning, NHS Milton Keynes

C  Innovation
Reducing infant mortality
Jane Walker
Consultant Midwife, Homerton University Hospital NHS Trust

D  Research and development
Post-natal care culture and women’s experiences of birth recovery
Julie Wray
Senior Lecturer at the Institute for Health and Social Care Research, University of Salford and The Iolanthe Midwifery Fellow

E  Masterclass-political leadership
Working with ministers
Dr Mags McGuire
Acting Chief Nursing Officer for Scotland

Political process
Speaker to be confirmed, check website for updates

12:30 Buffet lunch and exhibition
13:45 SESSION SEVEN
CONCURRENT SESSIONS

A  Normal birth
   Achieving normal birth: how we increased the home birth rate in Torbay
   Speaker to be announced, check the website for updates

B  Management and working practices
   Getting the best from your workforce: productivity and outputs
   Karen Taylor OBE
   Director for Health Value for Money and Benchmarking Performance, National Audit Office

C  Innovation
   New models from the US - obstetric care bundles: augmentation in labour
   Jane Urben
   Deputy Head of Midwifery, Brighton and University of Sussex

D  Research and development
   Caring for vulnerable infants
   Professor Mary Renfrew
   Maternity and Infant Research, University of York

E  Masterclass – Change Leadership
   Changing management practice
   Speaker to be announced, check the website for updates
   Managing change
   Professor Cathy Warwick CBE
   General Secretary, Royal College of Midwives

14:45 Refreshments, networking and exhibition

SESSION EIGHT
CLOSING PLENARY

15:15 Welcome
   Chair: Frances Day-Stirk
   Director of Learning Research and Practice Development, Royal College of Midwives and Vice-President of the International Confederation of Midwives (ICM)

15:20 What women want!
   Mary Newburn
   Head of Policy, National Childbirth Trust

15:35 Campaigning on behalf of pregnant women and new mums from disadvantaged groups
   Rosalind Bragg
   Director, Maternity Action

15:50 Keynote address: Delivering progress on the MDGs: International perspectives
   Speaker to be announced, check the website for updates
   Questions and discussion

16:20 Closing address and prize draw
   Professor Cathy Warwick CBE
   General Secretary, Royal College of Midwives

16:30 Conference closes

Free Internet Access!
Pampers has kindly sponsored free internet access for all visitors. Computer stations will be dotted around the exhibition hall and a café area will allow you to sit down to access wireless on your own equipment too.
**DELEGATE INFORMATION**

**Title (Mr/Ms/Dr/Prof/Other)**

**Full Name**

**Position**

**Organisation**

**Email**

**Address**

**Postcode**

**Tel No.**

**Direct Line? (Yes/No)**

**Fax No.**

**Email**

**Signature**

**Additional Requirements**

**Are you a member of the Royal College of Midwives?**

**Membership No:**

**HOW TO PAY**

Please tick the relevant box below:

- Invoice. Please send an invoice to:

- Purchase order number (if relevant):

- Cheque. I enclose a cheque for £

- Credit Card. We can accept the following credit card types:

- Credit Card Type 1

- Credit Card Type 2

- Credit Card Type 3

- Credit Card Type 4

- Expiry Date: ___/___/___

- Maestro Issue No. ___

**Cardholders Address**

**Postcode**

**Signature**

**SEMINAR SELECTION**

You may attend one seminar in Session Two, Four, Six and Seven. Places are allocated on a first-come, first-served basis. Please circle your choice below:

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<tr>
<th>Session Two: Seminar</th>
<th>A</th>
<th>B</th>
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<tr>
<td>Session Six: Seminar</td>
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<tr>
<td>Session Four: Seminar</td>
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<tr>
<td>Session Seven: Seminar</td>
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**TWO DAY CONFERENCE PASS**

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<th>Price (£)</th>
<th>VAT (£)</th>
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<tr>
<td>RCM Member Midwives</td>
<td>£350.00</td>
<td>(402.50)</td>
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<tr>
<td>Non RCM Member Midwives</td>
<td>£395.00</td>
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<tr>
<td>Public Sector Rate (NHS Trusts, Universities, Local Authorities and Professional Bodies)</td>
<td>£470.00</td>
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<td>Supported Rate Third Sector, Trade Unions and Voluntary Organisations</td>
<td>£399.00</td>
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**ONE DAY CONFERENCE PASS**

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<tr>
<td>Non RCM Member Midwives</td>
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<td>Full Rate (Commercial Companies, Central Government)</td>
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<tr>
<td>Supported Rate Third Sector, Trade Unions and Voluntary Organisations</td>
<td>£240.00</td>
<td>(276.00)</td>
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*If you are attending one day, which day will you be attending?*  

<table>
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<tr>
<th>Day</th>
<th>26th Nov</th>
<th>27th Nov</th>
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**RCM Workplace Representatives**

- I am an RCM Workplace Representative and I would like to attend the free RCM Workplace Representatives’ Conference on Friday 27th November

- I would like to attend the Conference Dinner (Thursday 26th November)

**I would like to attend the Conference Dinner (Thursday 26th November)**

- £59.00 + VAT (£67.85)

**Terms and Conditions**

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. You are not responsible for the non-arrival of confirmation documents; if the event is not notified in writing prior to the conference, you have not heard from us, contact us using the phone number on the brochure. Cancellations, whole or in part, made in writing before FRIDAY 6TH NOVEMBER 2009 will be subject to an administration fee, amounting to 35% of the liable fee. All cancellations made after this date will be liable for the full delegate fee. Although substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

**Data Protection**

The personal information you provide will be held on a database by Neil Stewart Associates Ltd, its subsidiary companies and The Royal College of Midwives. By registering for a conference, Neil Stewart Associates and The Royal College of Midwives can provide you with information relating to your booking and other Neil Stewart Associates and The Royal College of Midwives services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates Ltd. Your details may also be made available to other carefully selected companies.

**Overseas delegates**

Delegates from outside the UK who book to attend the conference must send their remittance in time to clear funds before the conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.